

**PARLIAMENT PARTY ZONE
MENTHOL LAUNCH
SPRING 1996**

Timeframe: May 6 - May 18, 1996

Frequency:

- 1 major party each week per market
- 2 to 3 supporting club promotions each week per market

Locations/Flagship Clubs:

New York City, NY/Webster Hall
Boston, MA/Poly Estas
Philadelphia, PA/Maui

Concept:
"The Green Zone"

The Green Zone is a special promotion that exists for two weeks only. The purpose is to introduce Parliament Menthol Lights. After this special launch, the product will be integrated into the Party Zone with the summer and fall programs.

As one enters the Green Zone, the consumer will be entering a party hosted by Parliament Menthol Lights. This party will be open to the public, but attendees from previous Party Zones will receive an invitation which will be sent out at least two weeks prior to the party. Each invitation will be good for two half price door covers which encourages consumers to bring a friend.

Parliament will sponsor free food and DJ or live music. Local bands with titles or themes that work with "green" will be used, e.g., Mr. Green Genes in Philadelphia.

The Green Zone is a whole new dimension which is made up of numerous green items-the club is transformed into a totally green environment. The consumer will be surrounded by Green Zone special effect lighting and the "Green Patrol" dressed in green uniforms, wearing green glow necklaces. The club will be merchandised with banners, green balloons and streamers and green bar materials. This will provide excitement, curiosity and entertainment.

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Promotional Elements:

The Green Zone is designed to be multi-dimensional, fun and of course green. The experience begins...

- Welcome to the "Green Zone". Complete the "Green Scene" for prizes. Consumers *who* complete a survey will receive a game card with six numbered blank spaces. The object of the game is to collect all six "green scenes" to create the picture of the Parliament Menthol Lights ad on the game card. Throughout the night, consumers can collect "green scenes" by correctly answering trivia questions from the surveyors. Each surveyor and table area will be numbered (one through six) so consumers can easily collect the appropriate scene to complete their game card.

Once the consumer has collected all six "green scenes" the completed card can be redeemed at the table for a variety of special "Green Zone" prizes. A compressed t-shirt or a pair of cool green lens sunglasses for those who have purchased product, or a dog tag key chain if the consumer did not purchase product.

When product is purchased from the table area or the cigarette salespersons, a special mark will be placed on the back of the game card at the time of purchase. This process will allow for discreet identification of consumers who have purchased product, enabling the team to enhance the prize award upon redemption of the "Green Scene" game card.

Note: The questions will be product related, as well as green themed, and will range in degree of difficulty. (e.g. What is new about Parliament Lights? - Where is the last place that eagles and birdies can be made?) The fun increases as consumers try to find the surveyors and fill-up their cards. The questions will vary by surveyor and will also change throughout the evening.

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- Both Parliament Menthol Lights and Parliament Lights will be sold throughout the night for a \$1.00 a pack. Wristband consumers who purchase two packs will receive a special green Parliament lighter. Cigarettes will be sold at the "Green Zone" tables and by roaming cigarette sales people to increase sales potential and product visibility.
- The "Green Room" is an area within the "Green Zone" in which wristband patrons may go to receive preferential treatment - free food, dedicated wait staff, etc. Depending on the club, it may be a separate room or a reserved area.
- The flagship clubs will hold the 1:00 a.m. "Green Zone" magic drawing for a grand prize of a pair of in-line skates and/or a mountain bicycle as well as two \$50 American Express gift certificates. In all cases, eligible consumers must be present to win.
- The postcard photo machine will also be at all flagship clubs. Of course, the postcard will continue to carry on the Parliament Menthol Lights and the "Green Zone" theme. New York will feature the newest technology utilizing the new Parliament Menthol Lights ad for the postcard background.
- The satellite club "Green Zone" program (Thursday and Friday nights) will be similar to the flagship program, with several modifications. Invitations and the postcard system will be reserved for the Saturday night flagship parties only. Also, the satellite clubs will hold a special "giving of the green" drawing throughout the evening to give away four \$50 American Express gift certificates. Eligible consumers must be present to win.

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"Green Zone" Theme Trivia Questions

- Where do plants thrive? **Greenhouse**
- Parliament Menthol Lights has just arrived in what zone? **Green Zone**
- What can you buy for a \$1.00 tonight that comes in a special green package?
Parliament Menthol Lights
- What's a slang name for money? **Greenbacks**
- Name a fictitious character who is famous for his vegetables? **Jolly Green Giant**
- What drink is named after a bug? **Grasshopper**
- Where did Arnold the famous TV pig live? **Green Acres**
- Sing the first verse of the theme song for this popular TV comedy?
Green Acres is Me place to be...
- A western rookie is sometimes called a ? **Greenhorn**
- Where do VIPs wait before they go on stage? **Green room**
- If it's not a stop light it must be a light? **Green light**
- What do people have that possess a knack for growing plants? **Green Thumb**
- Name a special unit of the military? **Green Berets**
- This city is located in North Carolina? **Greensboro**
- Where are you right now? **The Green Zone**
- If you are very jealous or envious people might say that you are _____
with _____ , or _____. Green with Envy, or Green-eyed
- Name a green gem stone? **Emerald**
- Name the last place that eagles and birdies can be made? **Putting Green**
- What is the national symbol of Ireland? **Shamrock**
- The Arctic ocean flows past His place? **Greenland**

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- The Atlantic ocean flows past this place? **Greenland**
- Name a green vegetable that has two words in its name? Brussel **Sprouts**

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Elements Summary

- Invitations
- Green Zone lighting
- Game cards
- Green uniforms for surveyors and cigarette salespersons
- Green glow necklaces for team
- Banners
- Green balloons and streamers
- Green 12 oz. cups
- Green ashtrays
- Napkins

Incentives Summary

- Lighters
- Compressed t-shirts
- Sunglasses
- Dog tag key chain
- In-line skates, mountain bicycles, and American Express gift certificates

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**Parliament Menthol Lights
Metro Product Launch Club Program
Revised Incremental Budget**

Door Cover - 50% discount

based on redemption rate of 3%
of 9,500 invitations that will be sent out

\$ 5,740

Invitations

-based on printing, postage and creative of
9,500 invitations

\$ 7,460

Note: projected newsletter costs, based on a 40,000
piece mailing would be \$27,800.

\$ 40,400

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-based on ordering the following:

3,000 compressed t-shirt	\$20,000
600 t-shirts (not packed)	\$2,000
2,000 dog tags	\$2,500
10,000 lighters	\$8,900
2,000 sunglasses	\$7,000

\$ 20,195

Bar Materials

-based on ordering the following:

1,000 ashtrays	\$1,945
12,000 napkins	\$ 600
25,000 cups	\$7,000

150, 3'x5' banners	\$10,000
600 glow necklaces	\$ 6,000

note: bar organizers have been deleted

due cost/min. order requirements
of 1200 units (\$6,000) and availability.

Cigarettes

-based on 3,000 cigarettes

\$ 3,000

Game Cards and stamps

-based on printing, stamps
and creative for 7,500 cards

\$ 6,750

Wristbands - Green

-based on ordering 7,500 pieces

\$ 1,050

Wait staff and Catering

-based on 2 parties in; 3 markets

\$ 6,000

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TOTAL

\$90,775

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